This ad corresponds with ad #271 C2.

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
(FC4)
Printed in U.S.A.

Ad No.272-C2-SUPER SAVER CARTON-Req. No. M-93214-Page-(9 3/4" x 11 1/4")-4/c-Sunday Supplements,1986

# PLAYERS LIGHTS 25's

## Super Saver Carton

# Save $2.50 now!

**Super Saver Carton** $1.50* less

**Bonus Coupon** $1.00 off

**Total Savings** $2.50

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Kings: 10 mg "Tar," 0.8 mg nicotine —
100's: 13 mg "Tar," 0.8 mg nicotine av. per cigarette by FTC method

*MPI's suggested retail price is $1.50 less than full-price brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/nmkn0003

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